

***Makabagong Selebrasyong Kabitenyo: Symbolic Interactionism in
Analyzing Selected Non-Religious Festivals in Cavite***

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By:

Rosselle T. dela Cruz

Harlene F. Delgado

Romelie Joyce C. Ronquillo

ABSTRACT

The study tackles the perception of townspeople and the significant role of social interaction in the establishment of the town's identity through non-religious festivals in the province of Cavite; namely, Wagayway Festival of Imus City; Kawayan Festival of Municipality of Maragondon; and Bakood Festival of Bacoor City.

The researchers conducted a series of in-depth interviews, direct observation, and survey to get and comprehend the sentiments of the townspeople. Guided by Symbolic Interactionism of Herbert Blumer as the study's theoretical framework, the researchers were able to yield results in line with the theory's three (3) premises: (1) Humans act toward people or things on the basis of the meanings they assign to those people or things; (2) Meaning arises out of the social interaction the people have with each other; (3) individual's interpretation of symbols is modified by his or her own thought processes.

The researchers determined that each of the town's identity has its own basis and background as established by the local government and as agreed by its townspeople. In Imus City, the Philippine Flag was chosen as the town's identity due to the historical event, the Battle of Alapan that happened on May 28, 1898 where the newly-sewn Philippine Flag from Hong Kong was first

unfurled as a victorious act against the Spanish Forces. It is also an embodiment of being the “Flag Capital of the Philippines.” In Maragondon, the townspeople chose *Kawayan* (Bamboo) as their town identity due to its abundance in the town and being their main source of livelihood. In Bacoor City, the marching band was chosen as the identity of the town due to its cultural and custom origin and as an embodiment of being the “Marching Band Capital of the Philippines.” These town identities were established through festivals that fostered social interactions among townspeople which helped them understand, interpret and create meanings.

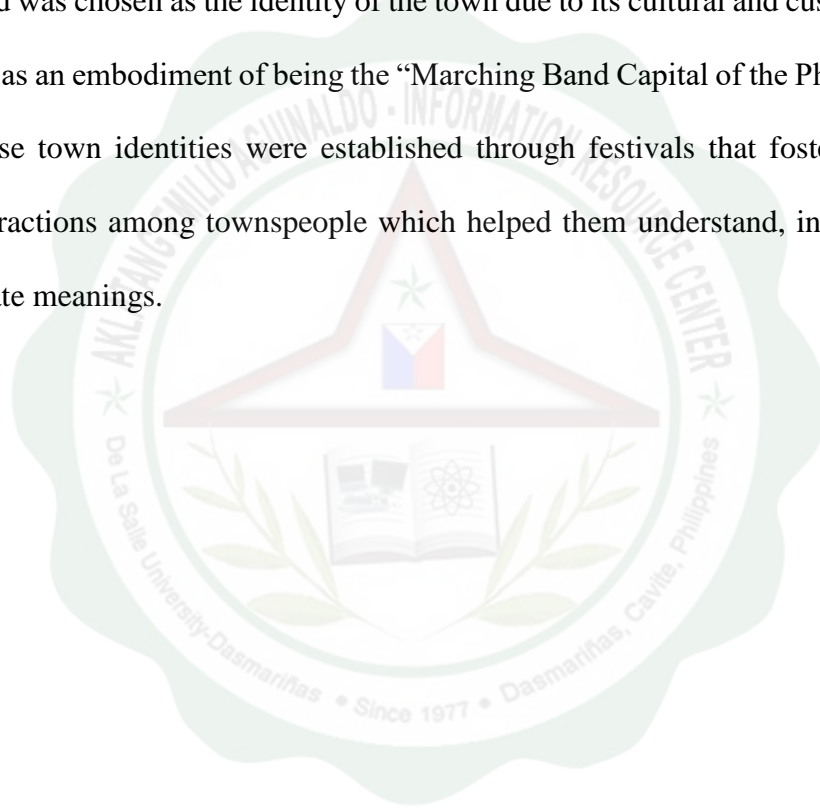


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